

**OREM ARTS COUNCIL MEETING
MARCH 21, 2014 – 11:30 A.M.
OREM PUBLIC LIBRARY MEDIA AUDITORIUM**

MEETING MINUTES

Attending:

Orem Arts Council: Cassandra Barney, Kathie Debenham, Debora Escalante, Cody Hale, Kate Monson, Peggy Philbrick, Adam Robertson, Ray Smith and Mark Seastrand (City Council Representative)

Staff: Sheron Buttars, Charlene Crozier and David Stroud

Absent: Cindy Clark, Cody Clark, Dan Fairbanks and Debby Lauret

Conducting: Cody Hale and Debora Escalante

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1. Approve minutes for the February 7, 2014

a. The minutes for the February 7, 2014, meeting were reviewed. Kathie Debenham moved to approve the minutes. Cody Hale seconded the motion. The motion was approved unanimously.

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2. Notes of recognition or appreciation from the Arts Council

a. Adam mentioned that Diane Asay was awarded the Lifetime Achievement Award by the Utah Art Education Association. A note of recognition was prepared for Diane Asay.
b. Char mentioned that Diane Asay would be attending the April meeting to discuss Summerfest entertainment. Applications will be accepted through April 1st for the Summer Stage series.

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3. Arts District – Dave Stroud, Development Services

a. Dave Stroud was introduced and welcomed to the meeting. Dave Stroud works with the City in Development Services. Dave said he was attending the meeting to discuss options regarding an arts district. Dave said he had reviewed minutes from the past Arts Council meetings where the arts district had been discussed. Dave said his goal is to coordinate with the Arts Council and the City. Dave said larger cities have arts districts, but Orem might be best suited to start with an overlay zone for the arts district. Dave said there is a Senior Overlay Zone currently. The overlay zone could be changed in the future if needed. Dave said there needs to be a goal in mind and funding would need to be discussed. No funds are currently designated for an arts district.

b. Deb Escalante arrived at the meeting at 11:50 a.m.

c. Dave said the acquisition of properties is expensive and that would need to be a consideration as this process moves forward. A pedestrian bridge had been suggested in a discussion in a previous meeting. Dave said pedestrian bridges are estimated at around \$2 million currently. The area that was discussed previously was 450 South to University Mall and 450 E to State Street. Dave said an overlay zone could be done to the north and south of SCERA and be concentrated on that area for now and could be

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expanded at a later date.

d. Mark Seastrand said it has been a struggle to envision what the arts district would entail. Deb said she is not sure the Arts Council would have a definitive answer. Deb said she could see it including a lot of professional visual artists, but the issue is how to entice those artists. Deb said she could also see an entertainment district. There has not been an agreement on the vision of arts, fine arts, entertainment venues, restaurants, etc. Deb said that has been part of the struggle. Dave said restaurants would bring people to the area. Deb said in many cases, the areas start as grassroots including restaurants and in older districts the areas are refurbished. Adam suggested creating a list of the types of things that the Council would like to see included in the zone, i.e. museums, restaurants, statuary, artists' studios, etc. Lincoln Square was discussed as a possible option for future use as part of the future arts district. Adam said currently it has about 18 owners and is currently set up as a condo for businesses. Deb asked about State Street. Dave mentioned that State Street is an area that is in need of redevelopment and that is being reviewed currently.

e. Ray Smith arrived at the meeting at 12:00 p.m.

f. Adam commented that fundraising would be done a little bit at a time. Dave said it is possible to write into the zone what is wanted in the district. Cassi said she would like to see portable art galleries, both on the street and inside. Cassi said some of these galleries you walk into like a tent. Cassi had a sketch she shared with the group and she gave the sketch to Dave. Cassi said someone could be assigned to check on these galleries. Cassi said there is a TED Talk by Candy Chang that talks about a chalkboard type display that started on the side of a dilapidated house in her neighborhood and has spread to art displays throughout the world where people are allowed to complete the following statement: Before I die I want to _____. People are allowed to fill in the blank overnight. This display has been done throughout the US and other countries. Kate said she would love to see lots of spaces with purpose. Cassi said she would like to have a legal graffiti space provided for artists. Kathie said she likes the idea of small museums. She was in Balboa Park a few weeks ago, and was interested in their developed colony of museums woven with gardens and public art. Kathie said she would like to see something on a smaller scale in Orem's arts district. Peggy said she likes the idea of a music store. Adam asked what is involved in getting the overlay zone done and the cost involved. Dave said the details of the arts district need to be determined. Dave said he will assist in completing the required document and the City Council needs to approve the overlay zone.

g. Dave commented that the artists are not usually in the district, they come once the district is established. Charlene asked about having ticketed events in the park with an overlay zone. Dave said that would be something to ask Steve in Legal Services for his input on. Dave said he lives in Spanish Fork and they have a central plaza that includes a Veterans' Memorial where they raised money selling memorial bricks.

h. Charlene asked Dave for guidance with the sign ordinance if an overlay zone is in

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place. Dave said right now University Mall is an exception, usually no commercial advertising is allowed off premise. Adam asked about pole banners and kiosks, as they had been discussed in previous meetings. Kathie also mentioned digital signage. Dave said that it is a legal question and he would defer to Legal Services. Dave said it might be possible to have a sign ordinance in the arts district, but again that would need to be discussed with Legal Services. Dave also mentioned that some owners on State Street have right of way permission, and the State could give permission for signage in those areas. Dave said a RFP for a State Street Master Plan has been issued. Dave and Mark both said it would be a good idea for the Arts Council to be involved in the State Street Master Plan process by giving input during the process.

i. Dave said he will have a rough draft of an ordinance outlined for the next Arts Council meeting. Dave gave his e-mail and asked Council members to send him ideas during the month.

j. Charlene asked Dave at what point it would be best to have the charrettes to get input from artists and others who would have input about the arts district. Dave suggested it would be best early on in the process. Adam asked if it would be better before the overlay zone is put in place or after. Dave responded that it would be better before the overlay zone is put in place. Charlene said Syd Jacques had offered to facilitate the charrettes. Cassi said she would like to get a date on the calendar and organize an agenda. Deb would like to personally invite those who are movers and shakers in the arts to the charrette. Deb suggested having Syd Jacques come to the April meeting to discuss the details of the charrette. Dave suggested holding the meeting in the evening, but avoiding the evenings that City meetings are held. Deb suggested the first couple of Thursdays in May as possible dates for the charrette. Cassi suggested having a printed map of the area that is being suggested for the overlay zone at the charrette. Dave said Development Services could print any maps that are needed. After discussion as to where the meeting should be held, it was decided that the SCERA would be a good option. Adam said Room 101 or 201 would work for the meeting. Peggy will contact Syd Jacques and invite her to the April meeting. Deb asked Council members to come to the April meeting with a list of individuals that should be invited to the charrette and ideas for the discussion items at the charrette.

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4. Discuss Arts Council members' arts organization affiliations

a. Deb asked Council members what arts organizations or boards they were affiliated with so there could be a clarification and there would not be any possible conflict of interest. Cassi, Peggy and Kathie did not have any organization that they were affiliated with. Kate produces under the umbrella of loveDANCEmore. Adam is affiliated with SCERA, Cody is affiliated with Hale Center Theater Orem and Deb is affiliated with Timpanogos Storytelling and Resonance Story Theatre.

5. Orem Arts Council Presents

a. There was a discussion regarding the Orem Arts Council Presents music event. Ray

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said he and Debby have talked about options for the event. Ray said there are a few challenges with scheduling the music event. Caleb Chapman has a CD that is scheduled for release on May 2nd. Synthesis has a concert scheduled on April 9th and there are a lot of events leading up to the end of the semester on April 16th. The band is going to Nauvoo this year. There was discussion regarding the possibility of combining the music event with dance. There was not a date that would work to have the music and dance participants perform together however. After discussing options for dates, it was decided that the best option would be to have the music event at SCERA Shell on May 24th at 7:00 p.m. Ray will coordinate with Debby and Caleb regarding the event.

b. Peggy reported that she had checked with the Friendship Center about dates for the Family Square Dance event. July 21st is not available, so she reserved Saturday, July 19th from 6:00 p.m. to 7:00 p.m. Peggy said the plan was to have the Family Square Dancing and then families can go enjoy the Stage performance. Peggy said the cost for the Friendship Center will be approximately \$20 to cover the cost to pay the employees who will need to be at the Friendship Center during the event. Char said there may not be a concert scheduled on July 21st, she will need to check and report back.

c. Ray Smith left the meeting at 12:45 p.m.

6. Other

a. Charlene reminded Council members that the Orem Arts website has been updated. Bios are still needed for Cassi, Cindy Clark, Cody Clark, Debby and Kate. Charlene asked the members to e-mail their bios to Charlene or Sheron so they can be added on the website.

b. There was a discussion regarding a replacement for Elizabeth Farnsworth on the Council. It was also mentioned that Dan Fairbanks' first term has expired and he was recently appointed as Dean, so his availability may have changed. Charlene asked for ideas to propose to the City Council. Adam suggested referring back to the list that was prepared previously. Charlene said that list was in her office and she could e-mail the list to Council members for their comments. Charlene said some of those may no longer be available. Peggy suggested Rick Nye, photographer. Cassi said she sees a need for branding and would like to have someone with a graphic design background. Deb suggested Randy Bernhardt, he attended a meeting previously, and is new to Orem but is excited about the arts. Adam suggested Paul Deardon, who expressed interest in the Arts Council previously. He is the Director of the Covey, but he lives in Orem. Kathie said she wants to see someone appointed that is a doer. Cassi and Kathie both commented that they think Paul would be good because he is interested in the arts and he would get things done and has enthusiasm. Char said subcommittees could be formed in addition to the Council. Deb suggested that subcommittees be discussed next month.

c. The next meeting will be held on April 18, 2014 at 11:30 a.m.

d. The group adjourned at 1:00 p.m.

Approved on April 18, 2014

Sheron Buttars, Administrative Secretary